

Public Outreach

February 17, 2010
Office of Communications

Presented to: NASA Advisory Council
Presented by: Alan Ladwig



Public Outreach

Strategic Alliances

Market Research

Outreach Events

Speakers Bureau

Exhibits

History

Industry, Prof Soc &
Advocacy Gp Affairs

Guest Operations

Communications

Coordinating Committee

NAC Support – EO Cmt

Partici Explor Wrk Gp

Division Structure



- **Strategic Alliance**
 - Seek alliances to demonstrate NASA relevance
 - Examples: NASA Images; Lecture Series
- **Market Research**
 - Opinion Polls & Focus Groups
 - Future Forums
- **Outreach Events**
 - NASA 50th Anniversary
 - Apollo 40th Anniversary
 - Folk Life Festival



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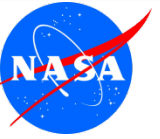
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Division Structure (cont.)



- **Speakers Bureau**
 - Manage speaker requests
 - Recruit, support, & prepare speakers
- **Exhibits**
 - Coordinate Agency-wide exhibits & artifacts
 - Coordinate NASA Visitor Centers
- **History Office (Realigned from External Relations)**
 - Coordinate Agency-wide history program
 - Manage publications program



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Division Structure (cont.)

- **Industry, Professional Society, & Advocacy Group Affairs**
 - Serve as point of contact
 - Communicate Agency Programs & Messages
 - Manage Validator List
- **Guest Operations**
 - Serve as Protocol Office
 - Manage guest operations for launches
 - Manage guest operations for special events
 - Astronaut Appearances

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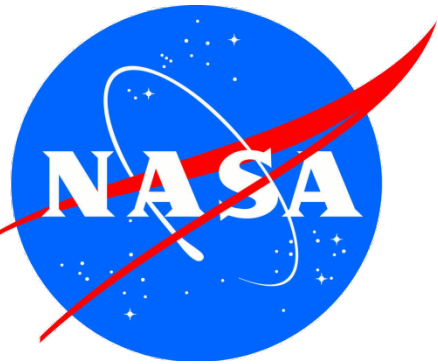
Division Structure (cont.)

- **Communications Coordinating Committee**
 - Provide Executive Secretary support for Agency-wide Committee
 - Report through Deputy Administrator to Strategic Management Council
- **NAC – Education and Public Outreach**
 - Provide Executive Secretary support for NAC Subcommittee
- **Participatory Exploration Working Group**
 - Chair new Working Group to develop Agency-wide plan



- Key Challenges for Public Outreach
 - Maintain consistent and approved messaging across Mission Directorates, Mission Support Offices, and Field Center
 - Maintain consistent and approved messaging within all Agency publications, exhibits, and public pronouncements
 - Develop Agency-wide priorities for outreach investments
 - Create awareness among senior management that communications goals are equivalent to technical and institutional goals
 - Develop metrics for all outreach activities





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